

Notice of References Cited	Application/Control No. 09/817,597	Applicant(s)/Patent Under Reexamination NAKADE ET AL.	
	Examiner Christopher C. Johns	Art Unit 3621	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
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FOREIGN PATENT DOCUMENTS

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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	"These days, TV powerhouse HSN is even used by stars like Madonna", New York Daily News. 27 June 2007.
	V	"THE MEDIA BUSINESS: ADVERTISING; Talking ads may be coming soon to a gas pump or automated teller machine near you", New York Times, 12 December 1997.
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.